

## CONTRACT



KVVU-TV  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

Henderson - Las Vegas

Contract / Revision	Alt Order #
484458 /	06225309

Product		
S BERKLEY FOR SENATE		
Contract Dates	Estimate #	
08/07/12 - 08/13/12		
Advertiser	Original Date / Revision	
Berkley For Senate	08/06/12 / 08/06/12	
Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
KVVU	Teresa Difuria	TELEREP-PHIL
Special Handling		
Demographic		
Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Shorr Johnson Magnus  
1831 Chestnut Street, Ste. 602  
Philadelphia, PA 19103

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	08/07/12	08/10/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/06/12	08/12/12	-TWTF--				2	\$365.00			
N 3	KVVU	08/07/12	08/10/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/06/12	08/12/12	-TWTF--				2	\$385.00			
N 6	KVVU	08/07/12	08/10/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/06/12	08/12/12	-TWTF--				2	\$750.00			
N 8	KVVU	08/07/12	08/10/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/06/12	08/12/12	-TWTF--				2	\$450.00			
N 10	KVVU	08/07/12	08/08/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		1:00			NM	1	\$770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/06/12	08/12/12	-TW----				1	\$770.00			
N 11	KVVU	08/07/12	08/10/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		1:00			NM	1	\$730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/06/12	08/12/12	-TWTF--				1	\$730.00			
N 12	KVVU	08/07/12	08/10/12	Fox 5 News M-F 10p-11p	10p-11p		1:00			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/06/12	08/12/12	-TWTF--				1	\$1,500.00			
N 13	KVVU	08/07/12	08/08/12	Fox 5 News M-F 11p	M-F 11-1135p		1:00			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/06/12	08/12/12	-TW----				1	\$900.00			

Totals

17 \$10,250.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/13/12	17	\$10,250.00	\$8,712.50
<b>Totals</b>	<b>17</b>	<b>\$10,250.00</b>	<b>\$8,712.50</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



KVVU TV  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

Contract / Revision 484458 /	Alt Order # 06225309	
Contract Dates 08/07/12 - 08/13/12	Product S BERKLEY FOR SENATE	Estimate #
Advertiser Berkley For Senate		Original Date / Revision 08/06/12 / 08/06/12

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP HEADLINE# 6225309 TREF# 484458  
SSS MOD# 0: UNAPPROVED REV #1 SSS

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
\* \*CHANGES\*\* \*

FAX# 610-225-1191  
CREDIT RISK !!!  
HARRIS REPORT FROM REP      AUG 6/12      14.01  
\*\*CHANGES\*\*      \*\*\* KVUU-TV \*\*\*

1831 CHESTNUT STREET  
PHILADELPHIA, PA. 19103

SALES PRSN PH- TERESA DIFURIA

CLASS: NATL. LOCAL REGIONAL

FLIGHT DATES AUG7/12 AUG13/12 WK-1  
CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDS

DATE AUG 6/12 14.01

REP: TO ROSE  
DRAFTED

TO ROSE  
FROM TERESA  
REVISED ORDER TO REFLECT SOME SPOTS BEING CONVERTED TO  
NCIT  
PLEASE CONFIRM

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

卷之三

PROGRAM : CON COM1:	NEWS MAX 1X DAY	3	S	/00A-900A	300.00	0//	8/10	2	10-E
PROGRAM : CON COM1:	NEWS MAX 1X DAY	30	S	600A-700A	\$385.00	8/7	8/10	2	TU-F
PROGRAM : CON COM1:	NEWS MAX 1X DAY	30	S	1000P-1100P	\$750.00	8/7	8/10	2	TU-F
PROGRAM : CON COM1:	NEWS MAX 1X DAY	30	S	1100P-1130P	\$450.00	8/7	8/10	2	TU-F
PROGRAM : CON COM1:	NEWS MAX 1X DAY	30	S	1130P-1200A	\$450.00	8/7	8/10	2	TU-F

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP AUG6/12 14.01  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ \*\*CHANGES\*\* \*\*\* KVUU-TV \*\*\*

LINE#:	REP	CD:	TIME	PERIOD	LGTH	SEC	RATE	START	END	SPTS:	WEEK	DAY	TOTL:	SPTS:
								DATE	DATE	/WKE:	INVT			
10	A	600A-700A			60		\$770.00	8/7	8/8	1		TU-W		1
PROGRAM :	NEWS													
11	A	700A-900A			60		\$730.00	8/7	8/10	1		TU-F		1
PROGRAM :	NEWS													
12	A	1000P-1100P			60		\$1,500.00	8/7	8/10	1		TU-F		1
PROGRAM :	NEWS													
13	A	1100P-1130P			60		\$900.00	8/7	8/8	1		TU-W		1
AUG/12		10250.00												
								CONTRACT	TOTAL					
								TOTAL	SPOTS					
										10250.00				
										17				

MARKET TOTALS \$78,846 KVUU 13% KSNTV 49% KLAS 21% KTNV 16% KVMY 1% KVCW 0% CABL 0%  
HEAVY NEWS - OLYMPICS BOUGHT ON NBC.  
SVC- NSI  
DEMOs- RA35+\*  
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE